

ARTICLE XI

POPPY FUND

CAMPAIGNS

1101.

- a. Where a Command, District, Zone, Branch or group of branches conducts a Poppy Campaign as a group or jointly with any other organization, that Command, District, Zone, Branch or group of branches shall be responsible for all aspects of the campaign.
- b. All branches shall participate in Poppy Campaigns and Remembrance Day services.
- c. Poppy distribution to the general public will commence no earlier than the last Friday in October and conclude on 11 November.
- d. The ceremonial presentation of the National First Poppy to the Governor General by the Dominion President will be coordinated by Dominion Command for an appropriate date prior to the actual campaign start date. When possible, the date for the ceremonial presentation of the First Poppy will be advised by 1 September to all Provincial Commands.

Presentation of Provincial First Poppies by Provincial Commands to Lieutenant Governors and any other First Poppy presentations by branches shall be actioned at a convenient date subsequent to that for the presentation of the National First Poppy to the Governor General.

1102.

- a. All monies received from a campaign shall be deposited in a separate trust account in one or more of the banks, trust companies or other institutions referred to in Section 131.
- b. With the exception of promotional materials, Provincial Commands and branches shall use only Poppy Campaign material supplied by Dominion Command.

1103. A Command, District, Zone, Branch or group of branches may hold Poppy Trust Funds for a short term in government or corporate bonds or other readily transferable securities authorized by the appropriate legislative body for the investment of trust funds.

PURPOSES

1104. The Command, District, Zone, Branch or group of branches may withdraw or expend monies from the Poppy Trust account only for the purposes set out in these By-Laws.

- a. The basic purpose and obligations of Poppy Trust Fund are to assist:

- i. Canadian ex-service personnel of the Regular Force or Primary Reserve Force and their dependants who are in need of assistance;
- ii. Merchant Navy personnel who are eligible for and who have been awarded campaign stars or decorations, and their dependants who are in need of assistance;
- iii. ex-service personnel of Commonwealth countries, other than Canada, and of allied countries, resident in Canada, and their dependants, who are in need of assistance; and
- iv. dependants of currently serving military personnel who are in need of assistance.

NOTE: The funds may only be used for emergency assistance which is defined as shelter, food, fuel, clothing, prescription medicine and necessary transportation. Assistance cannot be continued over an extended period.

Comforts, as defined in the Poppy Manual, may be provided for ex-service personnel and their widows/widowers who are hospitalized, in long-time care facilities or in their homes.

- b. Other authorized uses are:
- i. prizes for promotional contests, having direct connection with the campaign or for the promotion of Remembrance such as the Literary and Poster contest;
 - ii. Funding of the "Two Minute Wave of Silence" program at all levels;

- iii. payment of the costs of operating a service bureau or its equivalent; and
- iv. granting of bursaries to children and grandchildren of any of the personnel as identified in paragraphs 1104.a.i, ii and iii.

NOTE: A bursary is given for need, unlike a scholarship, which is awarded for scholastic achievement only.

- c. Payment of the expenses of the poppy fund campaign, including:
 - i. the purchase and predetermined storage costs of poppies and wreaths;
 - ii. the purchase and predetermined storage costs of promotional aids;
 - iii. the purchasing and predetermined storage costs of canvassing supplies;
 - iv. reasonable expenses of poppy committee members and poppy chairmen;
 - v. reasonable campaign advertising expenses; and
 - vi. telephone, telegraph, postage and stationery expenses.

1105. A command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches may allot not more than fifty percent of the balance in a poppy trust account, except in the case of a registered veterans' organization whose aims and objectives are for providing accommodation or care facilities for veterans and dependants, on the thirtieth (30th) day of September in the year preceding the allotment for the purchase, construction, reconstruction, maintenance, renewal, repair, furnishing or refurnishing of housing accommodation or care facilities for elderly or disabled persons and their dependants.

NOTE: It is a condition of any such allotment of poppy funds that, prior to any Poppy Campaign in which such funds are collected, notice was given to the public that a portion of the monies then collected might be used for such purposes.

It is a further mandatory condition of any such allotment of poppy funds that provision shall have been made for ex-service personnel and their dependants to receive priority in the use of such housing accommodation or care facilities.

1106. The Command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or a group of branches, may expend a portion of the monies in its Poppy Trust account, not exceeding fifty percent of the total available in the account on the date prior approval is requested preceding the expenditure for the following purposes:

- a. medical training and medical research directed to geriatric support, or for community medical appliances which will assist the care of veterans;
- b. support of drop-in centres for the elderly or support of meals on wheels services only as long as these provide known support of veterans in the community;
- c. donations for relief of disasters declared by the federal or provincial governments; and
- d. transportation for veterans as necessary for medical appointments and for compassionate reasons.

1107. A command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches, may expend a portion of the monies in its poppy trust account, not exceeding twenty-five percent of the total available in the account on the date prior approval is requested preceding the expenditure, for the purpose of assisting ex-service personnel of Commonwealth countries or allied countries and their dependants, in necessitous circumstances, who are residing outside Canada. Notice prior to the collection must be given to the public that monies collected thereafter may be so expended.

1108. A Command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches, may, for the purpose of maintaining and preserving local monuments to veterans, expend a portion of the monies in its poppy trust account, not exceeding twenty-five percent of the total available in the account on the thirtieth (30th) day of September in the

AS AMENDED TO APRIL 2009

year preceding the expenditure, provided that the allocated twenty-five percent does not exceed fifty percent of the total funds required to maintain and preserve local monuments for which the funds are allocated.

1109. A Command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches, may, for the purpose of supporting Cadet units which have assisted with the Poppy Campaign, expend a portion of the monies in its poppy trust account, not exceeding ten percent of the total available in the account on the thirtieth (30th) day of September in the year preceding the expenditure.
1110. A command, or subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches, may sponsor a visit to one or more branches for veterans, who may or may not be Legion members, to offer a meal and camaraderie. For this purpose poppy funds may be expended in accordance with the restrictions published in the Poppy Manual provided that alcoholic beverages may not be included in such expenses.
1111. A command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches may, for the purpose of conducting the Call to Remembrance program, expend a portion of the monies in its poppy trust account, not exceeding ten percent of the total available in the account on the thirtieth (30th) day of September in the year preceding the expenditure.
1112. A command, or, subject to the prior approval of the Provincial Command, a District, Zone, Branch or group of branches may, for the purpose of acquiring a coin sorting/counting/wrapping machine to assist with the Poppy Campaign, expend a portion of the monies in its poppy trust account not exceeding 10 percent the cost of the machine.
1113. A Command, or, subject to the prior approval of the Provincial Command, a district, zone, branch or group of branches may make an allotment not exceeding 50 percent of the balance in a Poppy Trust Fund on September 30 in the Poppy Year preceding the expenditure, to cover the cost of installation, maintenance and repair to personal lifting devices installed in branches for

AS AMENDED TO APRIL 2009

the purpose of assisting ex-service personnel, their dependants and other persons with disabilities. Furthermore, subject to prior approval by Provincial Command, branches are authorized to use Poppy Trust Funds to provide accessibility to the branch itself by ex-service personnel, their dependants and other persons with disabilities through the installation of an access ramp to the branch entrance and by installing or retrofitting the branch's main entrance with a handicap door operator. If necessary, funding for a replacement door in this instance only is also authorized.

CENTRAL FUND

1114.

- a. Each Provincial Command shall establish a Central Provincial Poppy Trust Fund from which sums may be made available to branches whose Poppy Trust Funds are depleted, and to which contributions may be made by Districts, Zones, Branches or groups of branches whose Poppy Trust Funds are in excess of their requirements.
- b. Dominion Command shall establish a Central Dominion Command Poppy Trust Fund.
- c. A command may transfer sums from its central Poppy Trust Fund to the central Poppy Trust Fund of another command.

FISCAL YEAR

NOTE: As stated in Section 130.b. of these By-Laws, the Poppy Fiscal Year begins 1 October and ends 30 September of the following year.

AS AMENDED TO APRIL 2009